1.   A method of user interaction on the world-wide web, comprising the steps of:

2   defining a virtual world using at least one web site, the virtual world including a

virtual geographic terrain with a set of virtual locations;

4   displaying the virtual geographic terrain and virtual locations to a plurality of visitors

to the virtual world, each being interconnected to the web site through the world-wide web;

6   identifying each visitor to the virtual world with a symbol superimposed on the

geographic terrain;

8   providing a facility whereby visitors may traverse virtual geographic terrain and visit

virtual locations by moving the symbols; and

10   establishing a common metric with respect to each visitor, enabling one visitor to

interact with another visitor in accordance with the metric.

2.   The method of claim 1, further including the step of defining a spatial

2   perspective within the virtual world using one or more vanishing points.

3.   The method of claim 2, wherein different visitors see the virtual world from a

2   different perspective.

4.   The method of claim 1, wherein the virtual locations include one or more

2   virtual commercial enterprises offering goods or services for purchase by the visitors.

5. The method of claim 1, further including the step of profiling visitors to

2 determine their preferences.

6. The method of claim 5, further including the step of using the visitor

2 preferences to determine the level of interaction between two visitors.

7. The method of claim 1, further including the steps of:

2 predicting a next location where a visitor might traverse within the virtual world

based upon previous symbol movements; and

4 caching information to provide a more immediate presentation of the next location.

8. The method of claim 1, wherein the interaction between two visitors is

2 textual.

9. The method of claim 1, wherein the interaction between two visitors is

2 audible.

10. The method of claim 1, wherein the symbol for a visitor includes a real-life

2 graphical representation of that visitor.